IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

In re Patent Application of

John WIRTH — Atty. Ref.: 3584-7

Serial No. 10/004,107 — TC/A.U.: 3627; Conf. 3906

Filed: December 6, 2001 — Examiner: Kramer, James A.

For: METHOD AND SYSTEM FOR BROWSING AND ORDERING FROM CATALOGS VIA THE INTERNET

* *

Mail Stop Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

August 2, 2007

CORRECTED APPEAL BRIEF

Sir:

Applicant hereby appeals to the Board of Patent Appeals and Interferences from the Final Office Action mailed September 1, 2006. This corrected Brief is filed in response to the Notice of Non-Compliant Appeal Brief mailed July 10, 2007. A notice of appeal was filed January 3, 2007. A petition was previously made for a three month extension of time to file this Brief.

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(I) REAL PARTY IN INTEREST

The real party in interest is the inventor named in this application, John Wirth, Jr.

(II) RELATED APPEALS AND INTERFERENCES

The Appellant and the undersigned are not aware of any related appeals, interferences, or judicial proceedings (past or present), which will directly affect or be directly affected by or have a bearing on the Board's decision in this appeal.

(III) STATUS OF CLAIMS

Claims 1 to 78 and 83 to 86 are pending, have been finally rejected and are on appeal. No claims have been allowed. Claims 79 to 82 have been cancelled.

(IV) STATUS OF AMENDMENTS

An amendment after final rejection was submitted on March 6, 2007, to correct the number of claims 84 to 86. This amendment has not yet been entered.

(V) SUMMARY OF CLAIMED SUBJECT MATTER

A website based method and system is claimed for downloading product catalogs and detailed descriptions of products shown in the catalog. The catalog pages are low-resolution images that quickly download from the website as the customer browses the pages on the customer's computer. A catalog page includes a hyperlink for each product shown on the page. The link, when activated, downloads a detailed product description that includes a high resolution image of the product corresponding to the link. The detailed product description with high resolution product image allows a customer to closely inspect the product before purchase. Application Page 6, line 15 to Page 7, line 17 and Abstract (Apln. p. 6, ln. 15 – p. 7, ln. 17, Abst).

The problem solved by the invention is to allow fast downloading of catalog pages and provide high resolution images of the selected products. Customers are accustomed to quickly flipping through pages of a paper catalog and closely inspecting the pictures of products of interest to them. To provide a similar experience of flipping through a catalog, the claimed website has catalog pages stored as low-resolution images that quickly download over the internet to a computer of a customer. Apln, p. 7, lns. 7 to 14. When an interesting product is spotted, the customer clicks on a link on the product image in the catalog page to download a file (e.g., a webpage) having a high resolution image and a detailed description of the product. Apln, p. 7, ln. 15 to p. 8, ln. 4. The high resolution image may not quickly download, but the customer experiences the slower download only with respect to the detailed product description and high resolution image.

The customer may order the products through the website using an ordering link on the webpage having the high resolution image and detailed product description. Apln. p. 6, ln. 15 – p. 7, ln. 17.

A low resolution image file may be relatively a small file of only 20-30 K bytes in size, and may be generated using a reduction computation based on a reduction ratio of nominally 2MB to 20KB. Apln. p. 7, lns. 1-13; see also, Apln. p. 12, ln. 7 to p. 13, ln. 4. The application describes the low resolution of the catalog pages as follows:

> The size of the computer file corresponding to each of the low resolution image pages is reduced to be as small as possible, while still allowing sufficient detail to allow a customer to recognize generally the category name, headline and the products imaged on the page. By initially providing such low resolution images of the requested catalog pages, the pages can be quickly downloaded to a customer's computer, thereby allowing the customer to quickly browse selected catalog "pages." [Apln. p. 7, lns. 6 to 13].

A benefit of the low resolution catalog pages is most apparent at slow data transfer rates, such as with the 28.8 to 56 Kbps speeds of dialup modems. Apln. p. 5, lns 18-24. With slow data transfer speeds, the small data file size of a low resolution catalog page downloads faster than does a large data, a high resolution image. Apln. p. 5, ln. 22 to p. 6,

ln. 12. The fast download times are relative to the download times of the high resolution images. The low resolution images of the catalog provide quick downloading of catalog pages from the website, through the internet and to the computer of the potential customer.

High resolution images of products are helpful to customers considering purchasing the product. High resolution images may be, for example, larger image files, e.g., 2MB to 20KB that have not been subjected to a reduction computation. Apln. p. 7, lns. 1-13. High resolution images allow the customer to closely inspect the product from the website.

The hyperlink to the detailed product information is embedded in in the product image shown in the low resolution image catalog page. Apln. p. 13, lns. 5 to 21. The hyerlink may be a blocked area corresponding to the entire product presentation shown on the catalog page. When a customer clicks anywhere in this blocked area on a catalog page corresponding to a particular product, the hyperlink causes a more detailed presentation for that product is provided. Apln. p. 7, lns. 15 to 24. This more detailed presentation may be built from several files which include a higher resolution image, e.g., a larger file size than the catalog page, of the product, a headline file identifying the product, a copy file describing the product, and an order block data file providing detailed information for ordering the product. Apln. p. 7, ln. 24 to p. 8, ln. 8.

If the customer decides to buy the product, another hyperlink in the detailed presentation is clicked to obtain another file in which information for ordering the product is stored. Apln. p. 8, lns. 8 to 11. If the customer chooses to not buy the product, then he has the option of returning to the low resolution image catalog page previously being viewed, after which the detailed presentation for another product pictured on that low resolution image catalog page can be requested by clicking on the blocked area link for that product. Alternatively, the customer can request a different catalog page, whereupon a low resolution image of the requested page is then transmitted by the catalog web page server to the customer's browser program for viewing by the customer. Apln. p. 8, lns. 11 to 20.

Independent claim 1 which is generally representative of all claims is as follows:

> 1. A method of browsing a product catalog via a telecommunications network comprising: [*See generally* flow chart in Fig. 2 and the description starting at Apln. p. 12, ln. 13]
>
> **for each page of said product catalog, storing in a first device connected to said network a low resolution image file of a predefined size for providing a separate low resolution image of said catalog page, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on**

said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page, [Apln. p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

transmitting from a second device connected to said network at least one request for at least one page of said product catalog, [Apln. p. 13, ln. 12 to p. 14, ln. 5; Fig. 2, step 37]

transmitting from said first device in response to said at least one page request said low resolution image file of said requested catalog page, [Apln. p. 14, lns. 6-10; Fig. 2, step 38]

for each product displayed on said low resolution image of said requested catalog page, storing in said first device a plurality of files from which a separate detailed presentation of said product is prepared, [Apln. p. 14, lns. 6-10; Fig. 2, step 38]

transmitting from said second device at least one second request for one of said detailed product presentations, [Apln. p. 14, lns. 11 to 19; Fig. 2, step 39] and

transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, **said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for each ordering information entry for directly purchasing said product**. [Apln. p. 14, ln. 20 to p. 15, ln. 11; Fig. 2, steps 41, 42, 45 and 46; Fig. 6, ref. nos. 42A and 45A]

[Apln., pp. 19 and 21, original Claims 1 and 11, emphasis supplied and annotated to map claim to specification]

Dependent claim 4 defines the detailed product presentation file as follows:

4. The method of claim 3 wherein the step of transmitting said detailed product presentation file comprises transmitting information from:

said file containing said high resolution image of said product, [Apln. p. 15, lns. 1-2; Fig. 2, step 41]

said fourth file containing said headline file identifying said product, [Apln. p. 15, lns. 3-5; Fig. 2, step 43]

said copy file containing said description of said product, [Apln. p. 15, lns. 3-5; Fig. 2, step 44] and

said order block data file containing said ordering information for purchasing said product. [Apln. p. 15, lns. 3-5; Fig. 2, step 45; *see Also*, Apln., p. 20, original Claims 3 and 4]

The following is a mapping of independent claims 8, 15, 19, 47, 48, 49 and 50 on the specification[1]:

8. A method of browsing a product catalog via the Internet comprising: [*See generally* flow chart in Fig. 2 and the description starting at Apln. p. 12, ln. 13]

storing in a first device connected to the Internet a file corresponding to a web page for said product catalog, [Apln. p. 10, lns. 8-19; Fig. 1, ref. nos. 10, 12, 13, 14, 15]

for each page of said product catalog, storing in said first device a corresponding low resolution image file of a predefined size for providing a separate low resolution image of said catalog page, each of said catalog pages containing at least one product image and text for identifying and

purchasing products presented on said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page, [Apln. p. 10, lns. 12-14; Fig. 1, ref no. 15; p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

for each product displayed on each said low resolution image of each said catalog page, storing in said first device a plurality of files from which a separate detailed presentation of said product is dynamically prepared, [Apln. p. 10, lns. 14-19; Fig. 1, ref. nos. 15, 16]

transmitting from a second device connected to the Internet a first uniform resource locator for said product catalog web page, [Apln. p. 21, lns. 20-22 (original claim 8)].

transmitting from said first device in response to said transmission of said first uniform resource locator said product catalog web page, [Apln. p. 21, lns. 20-22 (original claim 8)]

transmitting from said second device a second uniform resource locator corresponding to a file for selecting pages of said product catalog, [Apln. p. 22, lns. 1-3 (original claim 8)]

[1] This mapping of claims is added to this corrected Brief in view of the Notice of Non-Compliant Appeal Brief mailed July 10, 2007.

transmitting from said first device in response to said transmission of said second uniform resource locator said file for selecting pages of said product catalog, [Apln. p. 22, lns. 4-6 (original claim 8)]

transmitting from said second device a first at least one request for at least one page of said product catalog, [Apln. p. 22, lns. 7-8 (original claim 8)]

transmitting from said first device in response to said request for said at least one page said low resolution image file of said requested catalog page, [Apln. p. 22, lns. 9-11 (original claim 8)]

transmitting from said second device a second at least one request for one of said detailed product presentations corresponding to at least one product displayed on said low resolution image of said catalog page, and

transmitting from said first device in response to said at least one request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information and a corresponding link for directly purchasing said product. [Apln. p. 22, lns. 12-17 (original claim 8)].

15. A system for browsing a product catalog via a telecommunications network comprising:

means for storing in a first device connected to said network a low resolution image file of a predefined size for providing a separate low resolution image for each page of said product catalog, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page,[Apln. p. 10, lns. 12-14; Fig. 1, ref no. 15; p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

means for transmitting from a second device connected to said network at least one request for at least one page of said product catalog, [Apln. p. 13, ln. 12 to p. 14, ln. 5; Fig. 2, step 37]

means for transmitting from said first device in response to said at least one page request said low resolution image file for said requested catalog page, [Apln. p. 14, lns. 6-10; Fig. 2, step 38]

means for storing in said first device a plurality of files from which is prepared a separate detailed presentation of each product displayed on said low resolution image of said requested catalog page,[Apln. p. 10, lns. 12-14; Fig. 1, ref no. 15; p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

means for transmitting from said second device at least one second request for one of said detailed product presentations, [Apln. p. 14, lns. 11 to 19; Fig. 2, step 39] and

means for transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product. [Apln. p. 10, lns. 14-16, Fig. 1, ref nos. 16; p. 14, ln. 20 to p. 15, ln. 11; Fig. 2, steps 41, 42, 45 and 46; Fig. 6, ref. nos. 42A and 45A]

19. A system for browsing a product catalog via the Internet comprising:

a first device connected to the Internet for storing at least one file for allowing the display of said product catalog's pages, for each product page of said product catalog, a corresponding low resolution image file of a predefined size for providing a separate low resolution image of such product page, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution image displaying said product image and text in the format of a printed catalog page, and for each product displayed

on said low resolution image of said catalog page, a plurality of files from which is prepared a separate detailed product presentation for such product; [Apln. p. 10, lns. 6-16; Fig. 1, ref nos. 10, 12 to 17; p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

a second device connected to the Internet for use by a customer; [Apln. p. 10, ln. 20 to p. 11, ln. 6, Fig. 1, ref nos. 18, 22]

a first program stored in said second device for requesting and displaying information about products in said product catalog, said first program including at least one module for requesting and displaying: at least one access page for said product catalog, at least one page of said product catalog, and at least one detailed product presentation corresponding to at least one product displayed on said low resolution image of said catalog page; [Apln. p. 11, lns. 2 to 6, Fig. 1, ref nos. 18, 20, 22] and

a second program stored in said first device for transmitting descriptions of and ordering information about products in said product catalog, said second program including:

a first module for transmitting access pages for said product catalog, [Apln. p. 10, lns. 6-18; Fig. 1, ref nos. 15, 17]

a second module for transmitting in response to said request for at least one page of said product catalog a low resolution image file for providing the low resolution image of said requested catalog page, [Apln. p. 10, lns. 6-18, Fig. 1, ref. nos. 10, 15] and

a third module for transmitting in response to said at least one second request for said detailed product presentation a file containing a high resolution image of said product, a headline identifying said product, copy describing said product, and at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.[Apln. p. 10, lns. 12-14, Fig. 1, ref. nos. 10, 15, p. 14, ln. 20 to 15, ln. 11, Fig. 2, ref. nos. 41 to 45]

47. A method of browsing a product catalog via a telecommunications network comprising:

storing in a first device connected to said network a low resolution image file of a predefined size for providing a low resolution image of one or more pages of said product catalog, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution image displaying said product image and text in the format of a printed catalog page,[Apln. p. 10, lns. 6-16; Fig. 1, ref nos. 10, 12 to 17; p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

transmitting from a second device connected to said network at least one request for at least one page of said product catalog, [Apln. p. 22, lns. 7-8 (original claim 8)].

transmitting from said first device in response to said at least one page request said low resolution image file for said requested catalog page,[Apln. p. 22, lns. 9-11 (original claim 8)]

storing in said first device a plurality of files from which is prepared a detailed presentation of at least one product displayed on said low resolution image of said requested catalog page, [Apln. p. 14, lns. 6-10; Fig. 2, step 38]

transmitting from said second device at least one second request for at least one detailed product presentation,[Apln. p. 14, lns. 11 to 19; Fig. 2, step 39] and

transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.[Apln. p. 14, ln. 20

to p. 15, ln. 11; Fig. 2, steps 41, 42, 45 and 46; Fig. 6, ref. nos. 42A and 45A]

48. A method of browsing at least one of a plurality of product catalogs via the Internet comprising:

storing in a first device connected to the Internet a file corresponding to a web page for each of said product catalogs,[Apln. p. 10, lns. 8-19; Fig. 1, ref. nos. 10, 12, 13, 14, 15]

storing in said first device a low resolution image file of a predefined size for providing a low resolution image of at least one page of each of said product catalogs, said at least one catalog page containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page, [Apln. p. 10, lns. 12-14; Fig. 1, ref no. 15; p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

transmitting from a second device connected to the Internet a first uniform resource locator for a selected one of said product catalog web pages,[Apln. p. 21, lns. 20-22 (original claim 8)].

transmitting from said first device in response to said transmission of said first uniform resource locator said selected product catalog web page,[Apln. p. 21, lns. 20-22 (original claim 8)]

transmitting from a second device connected to said network at least one request for at least one page of said selected product catalog,[Apln. p. 22, lns. 1-3 (original claim 8)]

transmitting from said first device in response to said at least one page request a low resolution image file for said requested catalog page,[Apln. p. 22, lns. 4-6 (original claim 8)]

storing in said first device a plurality of files from which is prepared a detailed presentation of for at least one product displayed on said low resolution image of said requested catalog page,[Apln. p. 10, lns. 12-14; Fig. 1, ref no. 15; p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

transmitting from said second device at least one second request for one of said detailed product presentations, [Apln. p. 14, lns. 11 to 19; Fig. 2, step 39] and

transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high

resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.[Apln. p. 10, lns. 14-16, Fig. 1, ref nos. 16; p. 14, ln. 20 to p. 15, ln. 11; Fig. 2, steps 41, 42, 45 and 46; Fig. 6, ref. nos. 42A and 45A]

49. A system for browsing a product catalog via a telecommunications network comprising:

means for storing in a first device connected to said network a low resolution image file of a predefined size for providing a low resolution image of at least one page of said product catalog, said at least one catalog page containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page,[Apln. p. 10, lns. 12-14; Fig. 1, ref no. 15; p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

means for transmitting from a second device connected to said network at least one request for at least one page of said product catalog, [Apln. p. 13, ln. 12 to p. 14, ln. 5; Fig. 2, step 37]

means for transmitting from said first device in response to said at least one page request a low resolution image file for said requested catalog page, [Apln. p. 14, lns. 6-10; Fig. 2, step 38]

means for storing in said first device a plurality of files from which is prepared a detailed presentation of for at least one product displayed on said low resolution image of said requested catalog page,[Apln. p. 10, lns. 12-14; Fig. 1, ref no. 15; p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

means for transmitting from said second device at least one second request for at least said detailed product presentation, [Apln. p. 14, lns. 11 to 19; Fig. 2, step 39] and

means for transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.[Apln. p. 10, lns. 14-16, Fig. 1, ref nos. 16; p. 14, ln. 20 to p. 15, ln. 11; Fig. 2, steps 41, 42, 45 and 46; Fig. 6, ref. nos. 42A and 45A]

50. A system for browsing at least one of a plurality of product catalogs via the Internet comprising:

means for storing in a first device connected to the Internet a file corresponding to a web page for each of said product catalogs,[Apln. p. 10, lns. 8-19; Fig. 1, ref. nos. 10, 12, 13, 14, 15]

means for storing in a first device connected to said network a low resolution image file of a predefined size for providing a low resolution image of at least one page of each of said product catalogs, said at least one catalog page containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page,[Apln. p. 10, lns. 12-14; Fig. 1, ref no. 15; p. 12, ln. 21 to p. 13, ln. 11; Fig. 2, steps 31, 34 and 36; Fig. 5, ref. nos. 33, 35]

means for transmitting from a second device connected to the Internet a first uniform resource locator for a selected one of said product catalog web pages,[Apln. p. 13, ln. 12 to p. 14, ln. 5; Fig. 2, step 37]

means for transmitting from said first device in response to said transmission of said first uniform resource locator said selected product catalog web page, [Apln. p. 14, lns. 6-10; Fig. 2, step 38]

means for transmitting from a second device connected to said network at least one request for at least one page of said selected product catalog, [Apln. p. 22, lns. 7-8 (original claim 8)].

means for transmitting from said first device in response to said at least one page request a low resolution image file for said requested catalog page,[Apln. p. 22, lns. 9-11 (original claim 8)]

means for storing in said first device a plurality of files from which is prepared a detailed presentation of at least one product displayed on said low resolution image of said requested catalog page,[Apln. p. 14, lns. 6-10; Fig. 2, step 38]

means for transmitting from said second device at least one second request for at least said detailed product presentation, [Apln. p. 14, lns. 11 to 19; Fig. 2, step 39] and

means for transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.[Apln. p. 14, ln. 20

to p. 15, ln. 11; Fig. 2, steps 41, 42, 45 and 46; Fig. 6, ref. nos. 42A and 45A]

(VI) GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

Whether claims 1 to 78 and 83 to 86 are unpatentable under 35 U.S.C. §103(a) as being obvious over the archived website www.harolds.com (hereinafter "Harolds") in view of Parulski *et al.* (USP 5,440,401) (hereinafter "Parulski") in further view of Image Splitter (hereinafter "Image Splitter").

(VII) ARGUMENT

The final rejection for obviousness should be overturned because the combination of applied references does not make out a prima facie case of obviousness. The applied references do not render independent claims 1, 8, 15, 19 and 47 to 50 unpatentable because they do not disclose a website having low resolution images of product catalog pages and high resolution images of the products shown on the catalog pages.

There is no evidence regarding the image resolution of the images Harolds catalog pages and the product offered for sale on those pages. Harolds does not indicate the image resolution of the catalog pages and product pictures. Harolds does not disclose a low-resolution of a catalog page or a high resolution image of a product. There is no suggestion in the Harolds website regarding fast downloading of catalog pages or a need to replicate in an electronic catalog the action of quickly flipping through paper catalog pages. Harolds did not recognize the problem addressed by the current invention and does not suggest the invention. Parulski et al and the Image Splitter reference do not address product catalogs, website presentations of products, or presenting information regarding products to be ordered.

I. All Claims Require Low Resolution Images of a Product Catalog and High Resolution Images of A Product

The claimed methods and system relate to an electronic product catalog having product description pages with low resolution pages that can be downloaded from a website to a user's computer and detailed product presentations with high resolution images that can also be downloaded. The claims include limitations that define the

invention of a product catalog having high resolution catalog pages and low resolution images of the products shown on the catalog pages. All independent claims, i.e., claims 1, 8, 15, 19 and 47 to 50 are directed to a method or a system for browsing a product catalog via the Internet or a telecommunications network.

All of the independent claims include limitations the same as or similar to:

> "a low resolution image file of a predefined size for providing a separate low resolution image of said catalog page"

> "a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information"

II. Prior Art Does Not Teach Website Having Low Resolution Catalog Pages and High Resolution Product Pictures

Harolds, Parulski and Image Splitter do not teach a product catalog having low and high resolution images of a product and product description pages of the catalog that include the low resolution image and a detailed product description with a high resolution image, where the detailed product description is selected after having downloaded the catalog page with the low resolution image.

A. Harolds Does Not Disclose Low Resolution Catalog Pages and High Resolution Product Images

Harolds is a product catalog website achieved on the Wayback website. There is no evidence that the catalog pages (Harolds, pp. 8 to 10 of 13) in Harolds are low resolution images or at a lower resolution that than product pictures on the product description pages (Harolds, pp. 11 to 13 of 13). The only indication of image resolution provided by Harolds is on pages 11 and 12 that suggest that the product images are GIF files of a size of 23Kbytes and 30Kbytes. The catalog pages of Harolds have no such indication of file size or resolution. It is entirely possible that the catalog pages in Harolds are at the same resolution as the product images. Accordingly, Harolds does not teach low resolution catalog pages and a high resolution product images.

The “detailed product presentation” identified by the Examiner as pages 12 of 13 and 13 of 13 of the cited Harolds website bears a notation "Ipage2a.GIF (30366 bytes)". While this notation appears to correspond to a GIF image, it is impossible to tell from the archive pages what image would have actually appeared with the descriptions of the "Cartoon Daffodil Skirt" and the "Rayon Crepe Twin Set" set forth on pages 12 of 13 and 13 of 13 of the cited Harolds website. There is no evidence that the “detailed product presentation” for catalog pages 2 and 3 includes a high resolution photograph of either or both of these products. Further, there is no suggestion in Harolds that the photograph of the products is a high resolution image as compared to the catalog pages, or that the catalog pages are low resolution images.

Harolds does not recognize the need for fast downloading while browsing catalog pages. Harolds is a website product catalog with detail product descriptions, to the extent that it has any relation to the present invention. There is no evidence of record that the catalog pages download faster than the product descriptions, or that the catalog pages are at a lower resolution (and thus smaller file size) than the product images. Similarly, Harolds does not recognize that detailed product images should be at a higher resolution than catalog pages. Accordingly, Harolds does not suggest the feature of the claimed invention of using low resolution images in catalogs to promote fast browsing through pages of the catalog or that detailed descriptions of products include high resolution images that allow close inspection by customers about to purchase the product.

The claims require an "order data block" on the detailed presentation page. There is, on pages 12 of 13 and 13 of 13 of the cited Harolds website, information for each of the products corresponding to product sizes and prices. There are no order data blocks in the Harolds website that allow a shopper to purchase a product. The "detailed product presentation" example cited by the Examiner simply states on page 13 of 13: "To order simply write this information down and order from our on-line form. Or call 1-800-676-5373." The cited Harolds' catalog requires the inconvenient and indirect steps of writing down product information before going to a separate on-line ordering form or calling the telephone number listed on the website page to purchase products. At best, Harolds teaches indirectly initiating a purchase, not even directly initiating a purchase, as argued by the Examiner.

B. Parulski Does Not Suggest Storing Low-Res Website Catalog Pages and High Res Product Images

Parulski et al disclose a method for storing high resolution and low resolution digital files of images. The abstract of Parulski et al states:

> "[f]or each high resolution image-representative data file, an associated low resolution digitized image is stored within a low resolution index image data file. Selected ones or all of the low resolution image-representative data files within the index file may be read out and displayed as corresponding low resolution portions of a montage image to facilitate rapid viewing of the images."

There is no teaching in Parulski et al of how to create an improved product catalog for a website. Storing high resolution and low resolution files of the same image as disclosed in Parulski et al is distinct from the present invention. The claimed method and systems has low resolution images of catalog pages and high resolution of images of products. Parulski et al do teach low resolution images of one category of images and high resolution images of another type of image. There is also no recognition in Parulski et al of the competing desires for fast downloading of catalog pages and detailed product images. Parulski et al would not have led a person of ordinary skill to modify the Harolds website such that catalog pages were low resolution images and product images where high resolution images.

C. Image Splitter Reference Does Not Suggest High Resolution and Low Resolution Images (Applicable to Claims 1, 8, 15 and 19)

Claims 1, 8, 15, 19 require each catalog page to be a separate low resolution scan. Harolds shows images of two catalog pages. The Image Splitter reference is applied in the Final Action to support a conclusion that it would have been obvious to split the images of two catalog pages in Harolds into separate scan files for each catalog page. Such a result is still not the invention as described in independent claims 1, 8, 15, 19, which recite a low resolution image file for providing a separate low resolution image of each catalog page. Even if it were obvious to combine the Image Splitter product with Harolds, the result would still be an image of the two catalog pages, since the Image Splitter product states:

> You can select method of fragmentation. **Your resulting picture looks exactly equal to the original during seamless integration of slices.** User's Internet browser will load slices of the picture simultaneously!

Image Splitter 1.36 (Emphasis added). The result would still be a display of the two pages originally displayed by Harolds.

III. Prima Facie Case for Obviousness Is Not Stated In Final Action

The final rejection does not make out a prima facie case for obviousness because it relies on prior art that does not disclose all of the elements of the claimed invention, and is based on a combination of references that do not form the claimed invention. Further, the prior art does not recognize the problem solved by the invention, which is desire for

customers to flip through pages of a catalog and inspect closely products they are considering purchasing. Prior art that does not teach all of the features of the invention and does not recognize the problem addressed by the invention, would not have rendered an invention to have been obvious.

A. No Support For Low Res Catalog Pages and High Res Product Images

The final Office Action states that "Harolds teaches a method of browsing a product catalog … comprising for each page of said product catalog, storing … a low resolution scan of said catalog page …" Final Action, p. 2. This statement is unsupported with respect to "low resolution" images of the catalog pages. The printouts of catalog pages from Harolds do not indicate the resolution of the catalog pages, there is no statement in Harolds that the catalog pages are low resolution, and there is no indication that the catalog pages are at a different resolution than the resolution of the detailed product images shown in Harolds. The rejection should be overturned because Harolds does not show low resolution catalog pages and high resolution product images as claimed in this application.

The references applied in the final rejection do not disclose a "detailed product presentation" comprising: (a) a low resolution image of a catalog page, or (b) at least a high resolution photograph of a product, and (c) an order data block containing (i) at least one entry of ordering information for the product and (ii) a corresponding link for each ordering information entry for directly purchasing the product, as recited in independent claims 1, 8, 15, 19 and 47 – 50. The "detailed product presentation" identified in the

Action as pages 12 of 13 and 13 of 13 of the cited Harolds website bears a notation "Ipage2a.GIF (30366 bytes)". While this notation appears to correspond to a GIF file that was not archived, it is impossible to tell from the archive pages what image would have actually appeared with the descriptions of the "Cartoon Daffodil Skirt" and the "Rayon Crepe Twin Set" set forth on pages 12 of 13 and 13 of 13 of the cited Harolds website. Thus, it is not clear that the "detailed product presentation" for catalog pages 2 and 3 includes a high resolution photograph of either or both of these products.

Pages 12 of 13 and 13 of 13 of the cited Harolds website include information for each of the products corresponding to product sizes and prices. However, these pages do not provide links corresponding to such information for either of such products that allows a shopper to directly purchase a product, as recited in the independent claims. Rather, the "detailed product presentation" example cited by the Examiner simply states on page 13 of 13: "To order simply write this information down and order from our on-line form. Or call 1-800-676-5373." Thus, the cited Harolds' catalog requires the inconvenient and indirect steps of writing down product information before going to a separate on-line ordering form or calling the telephone number listed on the website page to purchase products.

B. Claims 1, 8, 18 and 19 Require Product Presentations For Each Product Shown on a Catalog Page.

The combination of Harolds with Parulski et al and Image Splitter does not render unpatentable claims 1, 8, 18 and 19 because it does not disclose a separate detailed

product presentation for each product imaged on the low resolution scan of each catalog page. The "detailed product presentation" example identified by the Examiner (pages 12 of 13 and 13 of 13) corresponding to the products shown on catalog pages 2 – 3 actually corresponds to two products shown on these catalog pages, *i.e.,* a "Cartoon Daffodil Skirt" and a "Rayon Crepe Twin Set". Although the "low resolution scan" example of Harolds' catalog pages 2 – 3 includes more than one product image, it is not possible to pull up a separate "detailed product presentation" for each product image on these pages. It is only possible to click on catalog pages 2 and 3 simultaneously, which produces the multi-product "detailed" presentation identified by the Examiner as pages 11 of 13 and 12 of 13 of the cited Harolds website.

C. Dependent Claims 3, 4, 10, 11, 17 and 18, and Independent Claim 19 Require the Detailed Product Presentation To Include a Files for a Headline, Product Description and an Order Block.

Additional features not shown in the Harold website include those claims in dependent claims 3, 4, 10, 11, 17 and 18 and independent claim 19. These claims require files associated with the detailed product presentation that include a headline, product description and order block, as well as the high resolution image.

The Harold website at pages 11 and 12 of 13 shows webpages that appear to show a image that may be of a product, a product description and a link to an online ordering form. There is no indication that these webpages of Harolds hare composed of separate files as required by these claims. Accordingly, the rejection of these claims should be

reversed for the additional reason that Harold does not show the files of the detailed product presentation recited in the claims.

CONCLUSION

In conclusion it is believed that the application is in clear condition for allowance; therefore, early reversal of the Final Rejection and passage of the subject application to issue are earnestly solicited.

Respectfully submitted,

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(VIII) CLAIMS APPENDIX

1. A method of browsing a product catalog via a telecommunications network comprising:

for each page of said product catalog, storing in a first device connected to said network a low resolution image file of a predefined size for providing a separate low resolution image of said catalog page, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page,

transmitting from a second device connected to said network at least one request for at least one page of said product catalog,

transmitting from said first device in response to said at least one page request said low resolution image file of said requested catalog page,

for each product displayed on said low resolution image of said requested catalog page, storing in said first device a plurality of files from which a separate detailed presentation of said product is prepared,

transmitting from said second device at least one second request for one of said detailed product presentations, and

transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said

presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for each ordering information entry for directly purchasing said product.

2. The method of claim 1 further comprising the step of transmitting from said second device at least one request to order said requested product corresponding to said detailed product presentation.

3. The method of claim 1 wherein the step of preparing the detailed product presentation file comprises obtaining information from:

a file containing said high resolution image of said product,

a headline file identifying said product,

a copy file containing a description of said product, and

an order block data file containing said ordering information for purchasing said product.

4. The method of claim 3 wherein the step of transmitting said detailed product presentation file comprises transmitting information from:

said file containing said high resolution image of said product,

said fourth file containing said headline file identifying said product,

said copy file containing said description of said product, and

said order block data file containing said ordering information for purchasing said product.

5. The method of claim 1 wherein the step of transmitting said least one request for at least one page of said product catalog comprises requesting a specials page describing products which are on sale.

6. The method of claim 1 wherein the steps of transmitting said at least one request for at least one page of said product catalog and of transmitting said at least one second request for one of said detailed product presentations are performed by a browser program stored on said second device.

7. The method of claim 1 wherein the steps of transmitting said low resolution image file of said requested catalog page and of transmitting said detailed product presentation file are performed by a server program stored on said first device.

8. A method of browsing a product catalog via the Internet comprising:

storing in a first device connected to the Internet a file corresponding to a web page for said product catalog,

for each page of said product catalog, storing in said first device a corresponding low resolution image file of a predefined size for providing a separate low resolution image of said catalog page, each of said catalog pages containing at least one product

image and text for identifying and purchasing products presented on said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page,

for each product displayed on each said low resolution image of each said catalog page, storing in said first device a plurality of files from which a separate detailed presentation of said product is dynamically prepared,

transmitting from a second device connected to the Internet a first uniform resource locator for said product catalog web page,

transmitting from said first device in response to said transmission of said first uniform resource locator said product catalog web page,

transmitting from said second device a second uniform resource locator corresponding to a file for selecting pages of said product catalog,

transmitting from said first device in response to said transmission of said second uniform resource locator said file for selecting pages of said product catalog,

transmitting from said second device a first at least one request for at least one page of said product catalog,

transmitting from said first device in response to said request for said at least one page said low resolution image file of said requested catalog page,

transmitting from said second device a second at least one request for one of said detailed product presentations corresponding to at least one product displayed on said low resolution image of said catalog page, and

transmitting from said first device in response to said at least one request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information and a corresponding link for directly purchasing said product.

9. The method of claim 8 further comprising the step of transmitting from said second device at least one request to order said requested product corresponding to said detailed product presentation.

10. The method of claim 8 wherein the step of preparing said corresponding detailed product presentation file comprises obtaining information from:

a file containing said high resolution image of said product,

a headline file identifying said product,

a copy file containing a description of said product, and

an order block data file containing said ordering information for purchasing said product.

11. The method of claim 10 wherein the step of transmitting said corresponding detailed product presentation file comprises transmitting information from:

said file containing said high resolution image of said product,

said headline file identifying said product,

said copy file containing said description of said product, and

said order block data file containing said ordering information for purchasing said product.

12. The method of claim 8 wherein the step of transmitting said least one request for at least one page of said product catalog comprises requesting a specials page describing products which are on sale.

13. The method of claim 8 wherein the steps of transmitting said at least one request for at least one page of said product catalog and of transmitting said at least one second request for one of said detailed product presentations are performed by a browser program stored on said second device.

14. The method of claim 8 wherein the steps of transmitting said low resolution image file for said requested catalog page and of transmitting said detailed product presentation file are performed by a server program stored on said first device.

15. A system for browsing a product catalog via a telecommunications network comprising:

means for storing in a first device connected to said network a low resolution image file of a predefined size for providing a separate low resolution image for each page of said product catalog, each of said catalog pages containing at least one product

image and text for identifying and purchasing products presented on said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page,

means for transmitting from a second device connected to said network at least one request for at least one page of said product catalog,

means for transmitting from said first device in response to said at least one page request said low resolution image file for said requested catalog page,

means for storing in said first device a plurality of files from which is prepared a separate detailed presentation of each product displayed on said low resolution image of said requested catalog page,

means for transmitting from said second device at least one second request for one of said detailed product presentations, and

means for transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.

16. The system of claim 15 further comprising means for transmitting from said second device at least one request to order said requested product corresponding to said detailed product presentation.

17. The system of claim 15 wherein said detailed product presentation file is comprised of information from:

a file containing said high resolution image of said product,

a headline file identifying said product,

a copy file containing a description of said product, and

an order block data file containing said ordering information for purchasing said product.

18. The system of claim 15 wherein said means for transmitting said least one request for at least one page of said product catalog further comprises means for requesting a specials page describing products which are on sale.

19. A system for browsing a product catalog via the Internet comprising:

a first device connected to the Internet for storing at least one file for allowing the display of said product catalog's pages, for each product page of said product catalog, a corresponding low resolution image file of a predefined size for providing a separate low resolution image of such product page, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution image displaying said product image and text in the format of a printed catalog page, and for each product displayed on said low resolution image of said

catalog page, a plurality of files from which is prepared a separate detailed product presentation for such product;

a second device connected to the Internet for use by a customer;

a first program stored in said second device for requesting and displaying information about products in said product catalog, said first program including at least one module for requesting and displaying: at least one access page for said product catalog, at least one page of said product catalog, and at least one detailed product presentation corresponding to at least one product displayed on said low resolution image of said catalog page; and

a second program stored in said first device for transmitting descriptions of and ordering information about products in said product catalog, said second program including:

a first module for transmitting access pages for said product catalog,

a second module for transmitting in response to said request for at least one page of said product catalog a low resolution image file for providing the low resolution image of said requested catalog page, and

a third module for transmitting in response to said at least one second request for said detailed product presentation a file containing a high resolution image of said product, a headline identifying said product, copy describing said product, and at

least one entry of ordering information for said product and a corresponding link for directly purchasing said product.

20. The system of claim 19 wherein said first program further includes a fourth module for ordering said requested product corresponding to said detailed product presentation.

21. The system of claim 19 wherein said first program further includes a fifth module for requesting at least one page of said product catalog comprising a specials page describing products which are on sale.

22. The system of claim 19 wherein said first program is a browser program.

23. The system of claim 22 wherein said first program further comprises at least one module for providing at said second device a plurality of displays with hyperlinks for initiating said requests for said web page for said product catalog, said at least one page of said product catalog, and said at least one detailed product presentation corresponding to said at least one product displayed on said low resolution image of said catalog page.

24. The system of claim 19 wherein said second device is a personal computer.

25. The system of claim 19 wherein said second program is a server program.

26. The system of claim 19 wherein said first device is a server computer.

27. The method of claim 1 wherein each product image displayed on said low resolution catalog page image is a hyperlink for linking to the detailed presentation for said product.

28. The method of claim 8 wherein each product image displayed on said low resolution catalog page image is a hyperlink for linking to the detailed presentation for said product.

29. The system of claim 15 wherein each product image displayed on said low resolution catalog page image is a hyperlink for linking to the detailed presentation for said product.

30. The system of claim 19 wherein each product image displayed on said low resolution catalog page image is a hyperlink for linking to the detailed presentation for said product.

31. The method of claim 1 wherein at least one product displayed on said low resolution catalog page image is a plurality of items.

32. The method of claim 8 wherein at least one product displayed on said low resolution catalog page image is a plurality of items.

33. The system of claim 15 wherein at least one product displayed on said low resolution catalog page image is a plurality of items.

34. The system of claim 19 wherein at least one product displayed on said low resolution catalog page image is a plurality of items.

35. The method of claim 1 wherein at least one product displayed on said low resolution catalog page image is a single item.

36. The method of claim 8 wherein at least one product displayed on said low resolution catalog page image is a single item.

37. The system of claim 15 wherein at least one product displayed on said low resolution catalog page image is a single item.

38. The system of claim 19 wherein at least one product displayed on said low resolution catalog page image is a single item.

39. The method of claim 3 wherein at least one product displayed on said low resolution catalog page image is a plurality of items, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the plurality of items.

40. The method of claim 10 wherein at least one product displayed on said low resolution catalog page image is a plurality of items, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the plurality of items.

41. The system of claim 17 wherein at least one product displayed on said low resolution catalog page image is a plurality of items, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the plurality of items.

42. The system of claim 19 wherein at least one product displayed on said low resolution catalog page image is a plurality of items, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the plurality of items.

43. The method of claim 3 wherein at least one product displayed on said low resolution catalog page image is a single item, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the single item.

44. The method of claim 10 wherein at least one product displayed on said low resolution catalog page image is a single item, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the single item.

45. The system of claim 17 wherein at least one product displayed on said low resolution catalog page image is a single item, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the single item.

46. The system of claim 19 wherein at least one product displayed on said low resolution catalog page image is a single item, and wherein the high resolution image of the product, the headline, the product copy, and the order data block describe or reflect the single item.

47. A method of browsing a product catalog via a telecommunications network comprising:

storing in a first device connected to said network a low resolution image file of a predefined size for providing a low resolution image of one or more pages of said product catalog, each of said catalog pages containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution image displaying said product image and text in the format of a printed catalog page,

transmitting from a second device connected to said network at least one request for at least one page of said product catalog,

transmitting from said first device in response to said at least one page request said low resolution image file for said requested catalog page,

storing in said first device a plurality of files from which is prepared a detailed presentation of at least one product displayed on said low resolution image of said requested catalog page,

transmitting from said second device at least one second request for at least one detailed product presentation, and

transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.

48. A method of browsing at least one of a plurality of product catalogs via the Internet comprising:

storing in a first device connected to the Internet a file corresponding to a web page for each of said product catalogs,

storing in said first device a low resolution image file of a predefined size for providing a low resolution image of at least one page of each of said product catalogs, said at least one catalog page containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page,

transmitting from a second device connected to the Internet a first uniform resource locator for a selected one of said product catalog web pages,

transmitting from said first device in response to said transmission of said first uniform resource locator said selected product catalog web page,

transmitting from a second device connected to said network at least one request for at least one page of said selected product catalog,

transmitting from said first device in response to said at least one page request a low resolution image file for said requested catalog page,

storing in said first device a plurality of files from which is prepared a detailed presentation of for at least one product displayed on said low resolution image of said requested catalog page,

transmitting from said second device at least one second request for one of said detailed product presentations, and

transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.

49. A system for browsing a product catalog via a telecommunications network comprising:

means for storing in a first device connected to said network a low resolution image file of a predefined size for providing a low resolution image of at least one page of said product catalog, said at least one catalog page containing at least one product image and text for identifying and purchasing products presented on said catalog page,

said low resolution catalog page image displaying said product image and text in the format of a printed catalog page,

means for transmitting from a second device connected to said network at least one request for at least one page of said product catalog,

means for transmitting from said first device in response to said at least one page request a low resolution image file for said requested catalog page,

means for storing in said first device a plurality of files from which is prepared a detailed presentation of for at least one product displayed on said low resolution image of said requested catalog page,

means for transmitting from said second device at least one second request for at least said detailed product presentation, and

means for transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.

50. A system for browsing at least one of a plurality of product catalogs via the Internet comprising:

means for storing in a first device connected to the Internet a file corresponding to a web page for each of said product catalogs,

means for storing in a first device connected to said network a low resolution image file of a predefined size for providing a low resolution image of at least one page of each of said product catalogs, said at least one catalog page containing at least one product image and text for identifying and purchasing products presented on said catalog page, said low resolution catalog page image displaying said product image and text in the format of a printed catalog page,

means for transmitting from a second device connected to the Internet a first uniform resource locator for a selected one of said product catalog web pages,

means for transmitting from said first device in response to said transmission of said first uniform resource locator said selected product catalog web page,

means for transmitting from a second device connected to said network at least one request for at least one page of said selected product catalog,

means for transmitting from said first device in response to said at least one page request a low resolution image file for said requested catalog page,

means for storing in said first device a plurality of files from which is prepared a detailed presentation of at least one product displayed on said low resolution image of said requested catalog page,

means for transmitting from said second device at least one second request for at least said detailed product presentation, and

means for transmitting from said first device in response to said at least one second request a detailed product presentation file for displaying said detailed product presentation, said presentation comprising at least a high resolution photograph of said product and an order data block containing at least one entry of ordering information for said product and a corresponding link for directly purchasing said product.

51. The method of claim 1, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

52. The method of claim 8, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

53. The system of claim 15, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

54. The system of claim 19, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

55. The method of claim 47, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

56. The method of claim 48, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

57. The system of claim 49, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

58. The system of claim 50, wherein said identifying text comprises a category name for said products on said catalog page and, for each of said products imaged on said catalog page, a headline for identifying said product and its benefits, copy for describing said product, and ordering information for purchasing said product.

59. The method of claim 1, wherein said low resolution image file provides headline text for said imaged products.

60. The method of claim 1, wherein said low resolution image file provides category name text for said imaged products.

61. The method of claim 8, wherein said low resolution image file provides headline text for said imaged products.

62. The method of claim 8, wherein said low resolution image file provides category name text for said imaged products.

63. The system of claim 15, wherein said low resolution image file provides headline text for said imaged products.

64. The system of claim 15, wherein said low resolution image file provides category name text for said imaged products.

65. The system of claim 19, wherein said low resolution image file provides headline text for said imaged products.

66. The system of claim 19, wherein said low resolution image file provides category name text for said imaged products.

67. The method of claim 3, wherein said headline file also identifies said product's benefits.

68. The method of claim 10, wherein said headline file also identifies said product's benefits.

69. The system of claim 17, wherein said headline file also identifies said product's benefits.

70. The system of claim 19, wherein said headline file also identifies said product's benefits.

71. The method of claim 47, wherein said low resolution image file provides headline text for said imaged products.

72. The method of claim 47, wherein said low resolution image file provides category name text for said imaged products.

73. The method of claim 48, wherein said low resolution image file provides headline text for said imaged products.

74. The method of claim 48, wherein said low resolution image file provides category name text for said imaged products.

75. The system of claim 49, wherein said low resolution image file provides headline text for said imaged products.

76. The system of claim 49, wherein said low resolution image file provides category name text for said imaged products.

77. The system of claim 50, wherein said low resolution image file provides headline text for said imaged products.

78. The system of claim 50, wherein said low resolution image file provides category name text for said imaged products.

83. The method of claim 1, wherein said predefined size is in the range of 20 to 30 K bytes.

84. The method of claim 8, wherein said predefined size is in the range of 20 to 30 K bytes.

85. The system of claim 15, wherein said predefined size is in the range of 20 to 30 K bytes..

86. The system of claim 19, wherein said predefined size is in the range of 20 to 30 K bytes.

(IX) EVIDENCE APPENDIX

(NOT APPLICABLE)

(X) RELATED PROCEEDINGS APPENDIX

(NOT APPLICABLE)